

## **Rainier Valley South – Fulfilling the Promise Creating Jobs and Pathways for Economic Mobility**

Full Council Briefing, March 31, 2014

# What is the Promise Zone?

## Program Goals

Promise Zone accelerates and strengthens efforts at comprehensive place-based community revitalization.

The five primary goals of Promise Zones are

- creating jobs
- increasing economic activity
- improving educational opportunities
- reducing violent crime
- leveraging private investment



# What is the Promise Zone?

## What does a Promise Zone designation mean?

- Designation lasts 10 years and will be extended to make use of tax credits
- Promise Zones tax incentives (proposed): tax credits for private businesses hiring and investing in Promise Zones
- Intensive Federal partnership: specialized technical assistance
- Competitive advantage for place-based investments:
  - Choice Neighborhoods, Promise Neighborhoods, Byrne Criminal Justice Innovation
- Preference points, technical assistance, preferred access and other benefits from additional federal programs

# Seattle's Promise Zone

## Rainier Valley South – Fulfilling the Promise Creating Jobs and Pathways for Economic Mobility


- Direct outgrowth of the Rainier Beach Neighborhood Plan Update
- Developed with the City's Healthy Living Assessment
- Extensive community engagement
- Rainier Beach Moving Forward, the community stakeholders group, is making this project happen





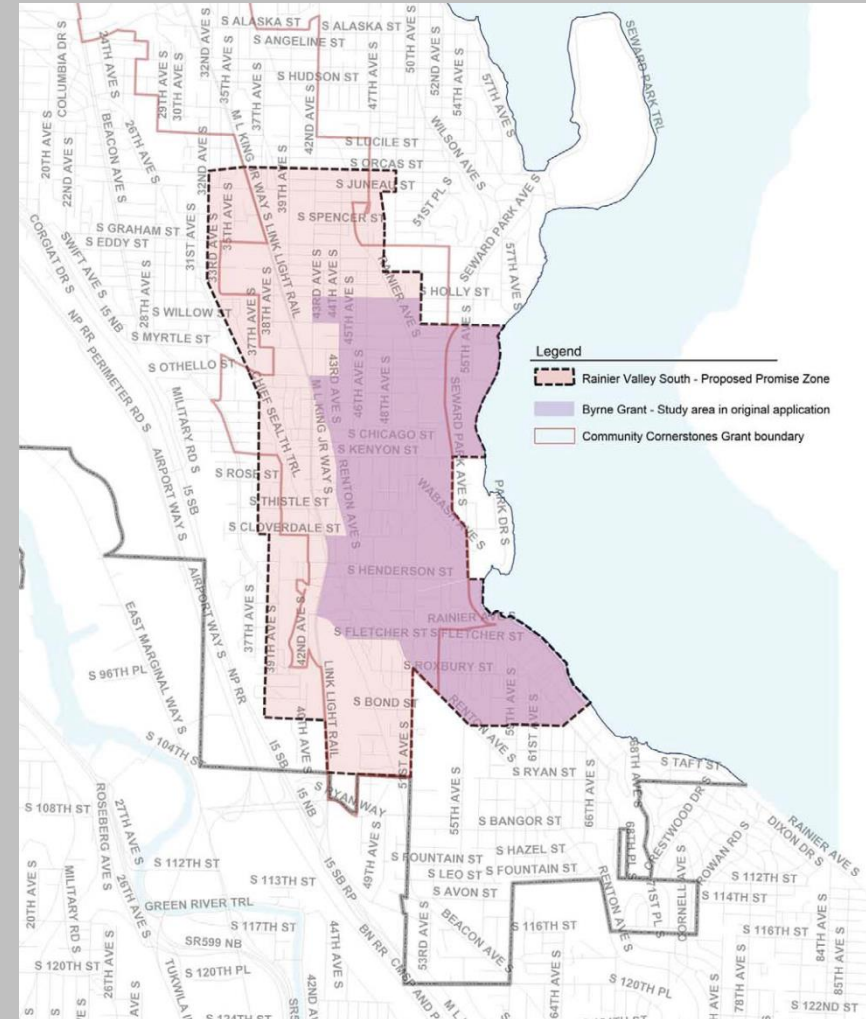
# Rainier Valley South – Background

## Demographics



Demographic Group	Percentage
Black	30%
Asian	40%
White	20%
Hispanic	9%
Native Hawaiian/Pacific Islander	1%

- population - 25,000
- area wide poverty rate - 31%,
- poverty rate (one census tract) - 43%,
- unemployment rate - 12%,
- vacancy rate - 5%



# Seattle's Promise Zone

## Rainier Valley South – Fulfilling the Promise

This effort supports the work of the community to implement a Food Innovation Zone around the Rainier Beach light rail station.

- create economic vitality
- improve education and workforce development
- reduce violent crime
- leverage private investment



# Seattle's Promise Zone

## **CREATE ECONOMIC VITALITY: THE RAINIER BEACH FOOD INNOVATION ZONE**

Rainier Valley South's ethnic diversity is a valuable, untapped resource to establish an international food culture and trade in the neighborhood. Rainier Valley South has a unique opportunity to combine its urban farms, ethnic food producers and light industrial zone.









# Seattle's Promise Zone

## CREATE ECONOMIC VITALITY:

A new model of transit oriented development that prioritizes employment, education and entrepreneurship.



# Seattle's Promise Zone

## Food Innovation Partners Workshop October, 2013

### Food Innovation Center: Preliminary Building Program

- Commissary, incubator and training kitchens
- Education/training
- Financial opportunity center
- Community gathering space
- Food aggregation
- Value-added food processing
- Food bank
- Daycare
- Dry and freezer storage
- Retail spaces



# Seattle's Promise Zone

## Food Innovation Partners Workshop October, 2013

### Food Innovation Center: Benefits

The Center will have the capacity to train low-income residents in culinary and business skills for the food industry and serve as a kitchen incubator for local entrepreneurs to develop ethnic catering and food truck businesses.





# Seattle's Promise Zone

## IMPROVE EDUCATION & WORKFORCE DEVELOPMENT

The Rainier Valley South community highly values education. Co-locating the following Promise Zone partners could create a seamless path of education, training, jobs and business entrepreneurship support.

- Rainier Beach High School Culinary Arts Program
- South Seattle Community College
- Renton Technical College
- Financial Opportunity Center
- Bainbridge Graduate Institute



# Seattle's Promise Zone

## REDUCE VIOLENT CRIME

The Rainier Beach Food Innovation Center is a collective effort by Rainier Beach Moving Forward and other community partners to create an innovative approach to improving an area that is currently a Hot Spot.

The Food Innovation Center will:

- Be a place for education, training and jobs
- Increase supervision and provide structure
- Change the physical environment
- Build collective efficacy: “It takes a village...”



# Seattle's Promise Zone

## LEVERAGE PRIVATE INVESTMENT

Public and philanthropic investments can leverage private investment from local food industries seeking to locate in an area with a potential workforce and facilities to train Rainier Valley South residents.

- Federal grants (Community Cornerstones, Seattle's HUD Challenge Grant, Byrne Criminal Justice Innovation Grant)
- Public agency partners (schools, higher education, vocational training, workforce development, business entrepreneurial support)
- Agencies removing barriers to success (Financial Opportunity Center)
- City programs (DPD Community Development, Race and Social Justice Initiative, Workforce Development, Families and Education Levy, Seattle Youth Violence Prevention Initiative)
- City funds (CDBG, Section 108, general fund, capital improvements)
- Philanthropic support



# Seattle's Promise Zone

## WHAT'S NEXT

- We plan to re-apply
- Our strengths:
  - It hit all the Promise Zone goals
  - No other proposals included such an innovative model
  - “Awesome municipal support”
  - Community engagement and partnership
- Opportunities to grow:
  - Think bigger and provide more details
  - Include more information about key internal partners such as the Youth and Families Levy and OED
  - Be clear that this is an on-going effort now, and will be with or without Promise Zones support

# Seattle's Promise Zone

## **PARTNERSHIP OPPORTUNITIES**

- Leadership guidance
- Leadership to prioritize this project
- Leadership support to bring the full circle of partners to the table
- Leadership support to seek and allocate the necessary resources

# Seattle's Promise Zone

## **BUILDING ON COMMUNITY ASSETS**

The Food Innovation Center builds on community assets:

- Rainier Beach Neighborhood Plan priorities and community passion
- The drive of Rainier Beach Moving Forward and the Food Innovation Partners
- This culturally rich community's food heritage
- Seattle Tilth's Food Hub, enabling small and emerging farm enterprises to increase the economic impact of the Food Innovation Partners and for the neighborhood.



# Seattle's Promise Zone

## TO ACHIEVE COMMUNITY GOALS

The Food Innovation Center aims to:

- Support equitable development
- Transform the area to be on par with neighborhoods that have historically received substantial public and private investments
- Catalyze additional private investment and employment
- Transform Rainier Beach into a thriving and sustainable local economy that complements local culture and social life
- Train people in Rainier Valley to be highly skilled workers and entrepreneurs in emerging specialty food economy
- Enable present and future generations to envision a school to workplace pathway
- Create a resilient community in control of its economic destiny

# Seattle's Promise Zone

## FULFILLING THE PROMISE

Participation in a Promise Zone will assist in the coordination of federal programs that can support our education, business and workforce goals to create a new model of transit oriented development where employment, education and entrepreneurship

- This is just a first step to catalyze investment
- The ability to create a competitive advantage for businesses locating in the Zone will encourage greater investment in this area
- Co-location of these elements creates a stronger and more vibrant business community, enhancing the success for all of the partnering parties and for the community.

# Seattle's Promise Zone

**Rainier Valley South – Fulfilling the Promise**

**Creating Jobs and Pathways for Economic Mobility**

